

Message Text

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PAGE 01 LA PAZ 00414 151536Z

22

ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 /018 W

----- 111592

R 151205Z JAN 76

FM AMEMBASSY LA PAZ

TO SECSTATE WASHDC 9328

UNCLAS LA PAZ 0414

E.O. 11652: N/A

TAGS: BEXP BL

SUBJ: TRADE OPPORTUNITIES PROGRAM: EVALUATION

REF: STATE A-6912

FINAL RESULTS FOR TRADE OPPORTUNITIES REPORTED FEB 1975.

A B SC D

1. 14 8 13 35

2. 7 7 10 35

3A. 2 1 0 16

B. 3 1 6 5

C. 0 0 2 4

D. 1 0 0 4

E. 1 1 2 0

F. 3 1 3 6

5. 4 1 2 0

6A. 3 2 3 0

6B.

(1) 1 0 0 0

(2) 0 1 0 0

(3) 1 0 0 0

(4) 1 1 3 0

(5) 0 0 0 0

7. NO. TYPE VALUE PLUS 6/30/76 - TOTAL

P0440 A \$20,000 (PLUS) \$30,000 - \$50,000

P0456 A \$ 8,000 (PLUS) \$15,000 - \$23,000

P0430 A \$ 1,000 (PLUS) \$----- - \$ 1,000

P0481 B \$ 5,000 (PLUS) \$ 5,000 - \$10,000(

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00476 C \$ ----- (PLUS) \$10,000 - \$10,000

P0482 C \$14,000 (PLUS) \$10,000 - \$24,000

P0485 C \$ ---- (PLUS) \$50,000 - \$50,000

T0414 D \$43,175 (PLUS) \$50,000 - \$93,175

T0415 D \$43,175 (PLUS) \$50,000 - \$93,175

T0462 D \$30,000 (PLUS) \$UNKNOWN - \$30,000

T0418 D \$37,500 (PLUS) \$UNKNOWN - \$37,500

T0417 D \$42,806 (PLUS) \$UNKNOWN - \$42,806

T0416 D \$49,131 (PLUS) \$UNKNOWN - \$49,131

8. LINE 1 GOB TENDERS. INCLUDES SIX OPPORTUNITIES THAT WERE CANCELLED.

LINE 1 GOB TENDERS. SEVENTEEN OPPORTUNITIES SUBMITTED FOR OILWELL CASINGS AND PIPES KNOWING THAT US ABILITY TO SUPPLY WAS LIMITED. THIS WAS A GAMBLE ON OUR PART AND DID NOT PRODUCE RESULTS.

9. COMMENTS:

A. BOLIVIAN FIRMS COMPLAIN ABOUT RECEIVING QUOTATIONS FROM US MIDDLE MEN WHEN THEY DESIRE TO RECEIVE BIDS ONLY FROM MANUFACTURERS. CAN THE SYSTEM BE MODIFIED BY WHICH A BOLIVIAN FIRM WILL RECEIVE BIDS ONLY FROM MANUFACTURERS? CERTAINLY THE DISTRICT OFFICE TRADE SPECIALISTS CAN INSERT THIS INFORMATION.

B. TOPS PROGRAM HAS BEEN WELL RECEIVED IN BOLIVIA AND IN PARTICULAR BY THOSE FIRMS STARTING NEW OPERATIONS AND BY THOSE THAT TRADITIONALLY HAVE PURCHASED FROM EUROPEAN SOURCES. A VERY BASIC RESULT HAS BEEN AN INCREASE IN COMMUNICATIONS BETWEEN THE BUSI-

NESS-MAN AND THE EMBASSY'S COMMERCIAL SECTION. THIS TWO-WAY COMMUNICATION HAS INCREASED THE USE OF OTHER COMMERCIAL SERVICES. WE ARE INCREASINGLY LOOKED UPON AS A CENTER FOR ASSISTANCE AND INFORMATION.

C. AS THIS PROGRAM IS RESULT ORIENTED (ACTIVE) RATHER THAN A PASSIVE PROGRAM, THE BUSINESSMAN APPRECIATES THE ABILITY OF TOP'S TO PRODUCE QUICK REPLIES TO HIS INQUIRIES. TOP'S PROVIDES EMBASSY'S LOCAL COMMERCIAL ASSISTANTS WITH AN IMPORTANT MARKETING TOOL AND THIS ENCOURAGES THEM TO VISIT BOLIVIAN FIRMS NOT ONLY TO DISCUSS TOP'S AND OTHER PROGRAMS BUT TO OBTAIN MARKETING INFORMATION.

D. THERE HAS BEEN MANY A BUSINESS VISITOR SEEKING AN APPOINTMENT WITH THE COMMERCIAL ATTACHE JUST TO SEE THE "COMPUTER" RUMORED TO BE HOUSED IN COMATT'S OFFICE.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 15 JAN 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976LAPAZ00414
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760016-0503
From: LA PAZ
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760155/aaaabwhu.tel
Line Count: 99
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE A-6912
Review Action: RELEASED, APPROVED
Review Authority: mendozsm
Review Comment: n/a
Review Content Flags:
Review Date: 27 JUL 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <27 JUL 2004 by castelsl>; APPROVED <18 AUG 2004 by mendozsm>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: TRADE OPPORTUNITIES PROGRAM: EVALUATION
TAGS: BEXP, BL
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006